



POSITION PROFILE

Executive Vice President, Business Development

WASHINGTON DC OFFICE

About ICBA

The Independent Community Bankers of America® creates and promotes an environment where community banks flourish. With more than 52,000 locations nationwide, community banks constitute 99 percent of all banks, employ more than 760,000 Americans and are the only physical banking presence in one in five U.S. counties. Holding more than \$4.9 trillion in assets, \$3.9 trillion in deposits, and \$3.4 trillion in loans to consumers, small businesses and the agricultural community, community banks channel local deposits into the Main Streets and neighborhoods they serve, spurring job creation, fostering innovation and fueling their customers' dreams in communities throughout America. For more information, visit ICBA's website at www.icba.org.

ICBA's staff of 200+ professionals provide products and services that promote the profitability and competitiveness of community banks nationwide. Drawing on diverse skills and the latest online technology, they provide a voice for community bankers in Washington, educational seminars, advice on regulatory issues, bank products. ICBA has two main offices, including its headquarters in Washington, DC and an office in Sauk Centre, MN, as well as six Regional Offices.

Also under the ICBA umbrella are three primary subsidiaries:

- **ICBA Bancard** — ICBA's payment services provider serves as an advocate for community banks on the payments ecosystem.
- **ICBA Reinsurance** — ICBA's credit insurance program
- **ICBA Securities** — Provides community bankers with quality investment products, services, and education.

Position Summary

Reporting to the Group Executive Vice President, Member Engagement and Strategy, the Executive Vice President, Business Development will manage, motivate, and mentor the teams responsible for new member acquisition, member engagement and membership billing/renewal. The Executive Vice President is responsible for collaborating with the organization's stakeholders to develop and implement a strategic plan aligned with organizational goals and objectives. With day-to-day management of 9-10 direct reports, who are both remote and located in ICBA offices, the Executive Vice President works to build and maintain healthy, productive relationships with teams both inside and outside ICBA offices for

maximum collaboration and effectiveness. The position requires strengths in relationship and culture development, sales management and maintaining a positive working environment.

Ideally, this position will be located in the Washington, DC Office, but for the right candidate, ICBA may consider an alternate location.

Duties & Responsibilities

- Create goals and strategies that align with ICBA objectives.
- Provide leadership through effective communication of vision, active coaching and development while comparing results to goals and taking appropriate action to adjust when necessary.
- Provide sales management, budget control, compensation programs and incentive planning.
- Working with ICBA stakeholders (marketing, communications, events, education et.al), create and implement targeted engagement strategies that lead nationwide member relations personnel toward achievement of organizational goals and objectives.
- Develop and implement measurable competencies and processes required to create an effective and efficient member sales and engagement team.
- Facilitate, encourage and amplify two-way communication, identifying needs, activities, trends, between member relations officers/ membership team and the teams/personnel within the ICBA enterprise to keep all parties aligned and informed.
- Manage department budget, compensation and incentive programs.
- Ensure effective hiring, orientation, training, development and retention of department staff.
- Provide supervision and support through field visits and measurement of results to include performance appraisals and salary reviews.
- Prepare monthly, quarterly and annual new member, engagement and membership renewal forecasts.
- Establish effective relationships and collaborations with other departments (Marketing, Communications, Service Network companies, PSP's, Community Banker University etc.) to address key business issues and opportunities.
- Maintain competitive knowledge to create and adjust new member sales and engagement strategies.

- Develop, implement, and measure effective training for sales teams to increase knowledge of ICBA's offerings, to assist in the development of stronger relationships, and to improve the team's ability to succeed.

Qualifications

Preference will be given to candidates who have the following qualifications:

- Bachelor's degree in business, marketing or finance.
- 12 years of management experience within the financial services industry with at least 7 years of experience managing a nationwide/regionally dispersed direct sales team.
- 5 years' experience working within an Association or membership driven organization, building relationships and selling memberships.
- Experience and success in recruiting and retaining high performance sales and relationship management personnel.
- Proven business analysis and judgment with the ability to proactively manage business and expenses to meet objectives.
- Demonstrated ability to professionally develop and coach team members.
- Skilled at strategy development, project management, and problem solving.
- Solid understanding of community banking industry/financial services, regulatory requirements and issues.
- Ability to build positive working relationships, both internally and externally.
- Excellent interpersonal and negotiating skills, strong relationship building skills, strong written and oral presentation skills
- Ability to effectively collaborate with all levels of organizational management.
- Business related computer skills including Microsoft Office Suite, Skype for Business, Zoom and NetForum.

ICBA Headquarters

1615 L Street NW, Suite 900
Washington, DC 20036

Web Presence

www.icba.org

This search is being conducted by:

The ICBA has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partner below. Interested candidates should submit a cover letter and resume/CV directly to Vetted Solutions.



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Vetted Solutions is an executive search firm specializing in association, nonprofit, and hospitality/destination marketing community, recruiting and consulting. We focus on CEO and senior staff positions.

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